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PTO/SB/21 (08-00)

Approved for use through 10/31/2002. OMB 0651-0031

U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

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## TRANSMITTAL FORM

(to be used for all correspondence after initial filing)

Application Number	09/725,080	
	Filing Date	November 29, 2000
	First Named Inventor	HIMES
	Group Art Unit	3629
Examiner Name	Thomas A. Dixon	
Total Number of Pages in This Submission	Attorney Docket Number	0307091.0105

### ENCLOSURES (check all that apply)

<input checked="" type="checkbox"/> Fee Transmittal Form  <input checked="" type="checkbox"/> Fee Attached  <input type="checkbox"/> Amendment / Response  <input type="checkbox"/> After Final  <input type="checkbox"/> Affidavits/declaration(s)  <input type="checkbox"/> Combined Declaration and Power of Attorney  <input type="checkbox"/> Express Abandonment Request  <input checked="" type="checkbox"/> Information Disclosure Statement  <input type="checkbox"/> Certified Copy of Priority Document(s)  <input type="checkbox"/> Response to Missing Parts/ Incomplete Application  <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Assignment Papers (for an Application)  <input type="checkbox"/> Drawing(s)  <input type="checkbox"/> Declaration of Mailing by Express Mail  <input type="checkbox"/> Petition  <input type="checkbox"/> Petition to Make Special Under 37 C.F.R. § 1.102(d)  <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address  <input type="checkbox"/> Terminal Disclaimer  <input type="checkbox"/> Request for Refund  <input type="checkbox"/> CD, Number of CD(s) _____	<input type="checkbox"/> After Allowance Communication to Group  <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences  <input type="checkbox"/> Appeal Communication to Group (Appeal Notice, Brief, Reply Brief)  <input type="checkbox"/> Proprietary Information  <input type="checkbox"/> Status Letter  <input checked="" type="checkbox"/> Other Enclosure(s) (please identify below):  Return Receipt Postcard IDS References Form PTO/SB/08
Remarks		

### SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm or Individual name	Stephen C. Glazier (Registration No. 31,361) Kirkpatrick & Lockhart LLP		
Signature			
Date	15 Oct 04		

### CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on this date: 10-19-04			
Typed or printed name	Sadie M. Bone		
Signature		Date	10-19-04

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**PTO FEE TRANSMITTAL**  
**for FY 2004**

Effective 10/29/2003. Patent fees are subject to annual revision.

☐ Applicant claims small entity status. See 37 CFR 1.27

**TOTAL AMOUNT OF PAYMENT** (\$) 180

**Complete if Known**

Application Number 09/725,080

Filing Date November 29, 2000

First Named Inventor HIMES

Examiner Name T. Dixon

Art Unit 3629

Attorney Docket No. 0307091.0105

**METHOD OF PAYMENT (check all that apply)**

☒ Check ☐ Credit card ☐ Money ☐ Other ☐ None  
Order

☒ Deposit Account:

Deposit Account Number 50-1721

Deposit Account Name Kirkpatrick & Lockhart LLP

The Director is authorized to: (check all that apply)

☐ Charge fee(s) indicated below ☒ Credit any overpayments

☒ Charge any additional fee(s) during the pendency of this application

☐ Charge fee(s) indicated below, except for the filing fee to the above-identified deposit account.

**FEE CALCULATION**

**1. BASIC FILING FEE**

Large Entity	Small Entity	Fee Code	Fee (\$)	Fee Description	Fee Paid
		1001	770	Utility filing fee	
		1002	340	Design filing fee	
		1003	530	Plant filing fee	
		1004	770	Reissue filing fee	
		1005	160	Provisional filing fee	
<b>SUBTOTAL (1)</b>					(\$ 0)

**2. EXTRA CLAIM FEES FOR UTILITY AND REISSUE**

Total Claims	Extra Claims	Fee from below	Fee Paid
-20 **	0		0
Independent Claims -3 **	0		0
Multiple Dependent			0

Large Entity	Small Entity	Fee Code	Fee (\$)	Fee Description	Fee Paid
		1202	18	Claims in excess of 20	
		1201	86	Independent claims in excess of 3	
		1203	290	Multiple dependent claim, if not paid	
		1204	86	** Reissue independent claims over original patent	
		1205	18	** Reissue claims in excess of 20 and over original patent	
<b>SUBTOTAL (2)</b>					(\$ 0)

\*\*or number previously paid, if greater; For Reissues, see above

**3. ADDITIONAL FEES**

Large Entity	Small Entity	Fee Code	Fee (\$)	Fee Description	Fee Paid
		1051	130	Surcharge - late filing fee or oath	
		1052	50	Surcharge - late provisional filing fee or cover sheet.	
		1053	130	Non-English specification	
		1812	2,520	For filing a request for reexamination	
		1804	920*	Requesting publication of SIR prior to Examiner action	
		1805	1,840*	Requesting publication of SIR after Examiner action	
		1251	110	Extension for reply within first month	
		1252	420	Extension for reply within second month	
		1253	950	Extension for reply within third month	
		1254	1,480	Extension for reply within fourth month	
		1255	2,010	Extension for reply within fifth month	
		1401	330	Notice of Appeal	
		1402	330	Filing a brief in support of an appeal	
		1403	290	Request for oral hearing	
		1451	1,510	Petition to institute a public use proceeding	
		1452	110	Petition to revive - unavoidable	
		1453	1,330	Petition to revive - unintentional	
		1501	1,370	Utility issue fee (or reissue)	
		1502	480	Design issue fee	
		1503	640	Plant issue fee	
		1460	130	Petitions to the Commissioner	
		1807	50	Processing fee under 37 CFR 1.17 (q)	
		1806	180	Submission of Information Disclosure Stmt	180
		8021	40	Recording each patent assignment per property (times number of properties)	
		1809	770	Filing a submission after final rejection (37 CFR § 1.129(a))	
		1810	770	For each additional invention to be examined (37 CFR § 1.129(b))	
		1801	790	Request for Continued Examination (RCE)	
		1802	900	Request for expedited examination of a design application	
Other fee (specify)					
*Reduced by Basic Filing Fee Paid					
<b>SUBTOTAL (3)</b>					(\$ 180)

**SUBMITTED BY**

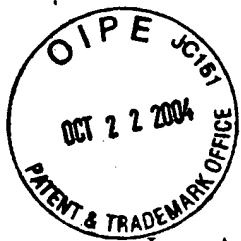
Name (Print/Type) Stephen C. Glazier Registration No. 31,361 Telephone 202 / 778-9045

Signature *Stephen C. Glazier* Date 15 Oct 04

**WARNING:** Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.

This collection of information is required by 37 CFR 1.17 and 1.27. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of: HIMES

Attny. Docket No.: 0307091.0105

Application No.: 09/725,080

Group Art Unit: 3629

Filed: November 29, 2000

Examiner: Thomas A. Dixon

Title: **LOYALTY LINK METHOD AND APPARATUS FOR INTEGRATING  
CUSTOMER INFORMATION WITH DEALER MANAGEMENT INFORMATION**

\* \* \* \* \*

**INFORMATION DISCLOSURE STATEMENT**

Commissioner for Patents  
P. O. Box 1450  
Alexandria, VA 22313-1450

Sir:

Attached is Form PTO/SB/08 listing documents. Citation of a document does not necessarily constitute an admission that the document is prior art to the present application.

This Information Disclosure Statement is intended to be in full compliance with the rules, but should the Examiner find any part of its required content to have been omitted, prompt notice to that effect is earnestly solicited, along with additional time under Rule 97(f), to enable Applicant to comply fully.

The present application is related to Application Number 09/983,174, filed October 23, 2001, Application Number 10/403,448, filed March 31, 2003 and Application Number 10/461,218, filed June 13, 2003.

The fee set forth in 37 CFR 1.97(c) is enclosed for submission of this IDS. Although no additional fees are believed due at this time, please apply any additional fees due, or credits owed, to Deposit Account No. 50-1721.

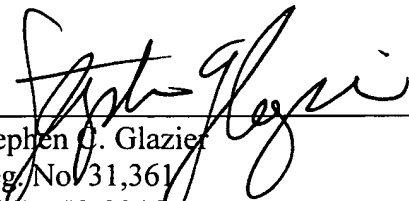
10/25/2004 RFEKADU1 00000130 09725080

01 FC:1806

180.00 OP

Consideration of the foregoing and the return of a copy of the herewith form PTO/SB/08 with the Examiner's initials in the left column per MPEP 609, along with an early action on the merits of this application are earnestly solicited.

Respectfully submitted,

  
\_\_\_\_\_  
Stephen O. Glazier  
Reg. No. 31,361  
(202) 778-9045

*15 Oct 04*  
Date: \_\_\_\_\_

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PTO/SB/08A (10-01)

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Substitute for form 1449A/PTO  <b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b>  (use as many sheets as necessary)				<b>Complete if Known</b>	
				Application Number	09/725,080
				Filing Date	November 29, 2000
				First Named Inventor	Himes
				Art Unit	3629
Examiner Name	T. Dixon				
Sheet	1	of	2	Attorney Docket Number	0307091.0105

U.S. PATENT DOCUMENTS					
Examiner Initials*	Cite No. <sup>1</sup>	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number - Kind Code <sup>2</sup> (if known)			
		4,159,531	Jun. 26, 1979	McGrath	
		5,058,044	Oct. 15, 1991	Stewart et al.	
		5,072,380	Dec. 10, 1991	Randelman et al.	
		5,183,142	Feb. 2, 1993	Latchinian et al.	
		5,347,632	Sep. 13, 1994	Filepp et al.	
		5,459,304	Oct. 17, 1995	Eisenmann	
		5,499,181	Mar. 12, 1996	Smith	
		5,557,268	Sep. 17, 1996	Hughes et al.	
		5,657,233	Aug. 12, 1997	Cherrington et al.	
		5,689,100	Nov. 18, 1997	Carrithers et al.	
		5,931,878	Aug. 3, 1999	Chapin, Jr.	
		5,978,777	Nov. 2, 1999	Garnier	
		6,024,288	Feb. 15, 2000	Gottlich et al.	
		6,041,310	Mar. 21, 2000	Green et al.	
		6,119,933	Sep. 19, 2000	Wong et al.	
		6,119,945	Sep. 19, 2000	Muller et al.	
		6,170,742	Jan. 9, 2001	Yacoob	
		6,188,398	Feb. 13, 2001	Collins-Rector et al.	
		6,266,647	Jul. 24, 2001	Fernandez	
		2001/0016827	Aug. 23, 2001	Fernandez	
		2001/0025879	Oct. 4, 2001	Kawagishi	
		6,311,162	Oct. 30, 2001	Reichwein et al.	
		6,336,099	Jan. 1, 2002	Barnett et al.	
		2002/0016655	Feb. 7, 2002	Joao	
		6,389,337	May 14, 2002	Kolls	
		6,409,080	Jun. 25, 2002	Kawagishi	
		6,505,774	Jan. 14, 2003	Fulcher et al.	

FOREIGN PATENT DOCUMENTS						
Examiner Initials*	Cite No. <sup>1</sup>	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T <sup>6</sup>
		Country Code <sup>3</sup> -Number <sup>4</sup> -Kind Code <sup>5</sup> (if known)				
		JP 405257941A	10-1993	Suzuki et al.		

Examiner Signature		Date Considered	
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\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

<sup>1</sup> Applicant's unique citation designation number (optional). <sup>2</sup> See Kinds Codes of USPTO Patent Documents at [www.uspto.gov](http://www.uspto.gov) or MPEP 901.04. <sup>3</sup> Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>4</sup> For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. <sup>5</sup> Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. <sup>6</sup> Applicant is to place a check mark here if English language Translation is attached.

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				Application Number	09/725,080
				Filing Date	November 29, 2000
				First Named Inventor	Himes
				Art Unit	3629
Sheet 2 of 2				Examiner Name	T. Dixon
				Attorney Docket Number	0307091.0105
<b>U.S. PATENT APPLICATIONS</b>					
Examiner Initials*	Cite No. <sup>1</sup>	Document Number Number - Kind Code <sup>2</sup> (if known)	Filing Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		10/403,448	Mar. 31, 2003	Himes	
		10/461,218	Jun. 13, 2003	Himes	
		09/983,174	Oct. 23, 2001	Himes	

<b>OTHER PRIOR ART -- NON PATENT LITERATURE DOCUMENTS</b>			
Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published	T <sup>2</sup>
		Sawyers, Arlena; Dealers use smart cards to bring buyers back; Automotive News; May 2000; p38; dialog copy 2 pages	
		no author; RiNG Systems Partners With Reynolds and Reynolds to Provide CRM System to Automotive Retailers; Business Wire; March 2000; dialog copy 2 pages	

Examiner Signature		Date Considered	
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\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

<sup>1</sup> Applicant's unique citation designation number (optional). <sup>2</sup> Applicant is to place a check mark here if English language Translation is attached.

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